

California Latino 5 a Day Campaign Workplan

Attachment A

Region: Riverside

Workplan Period: **Implementation Period**

Outreach Channel: Festivals

Goal(s): 1) Assist the Lead Agency in the implementation of a minimum of 6 large (10,000+ participants) Latino Festivals in Riverside and San Bernardino Counties and reach Latino adults with the fruit and vegetable and physical activity messages. 2) Assist the Lead Agency in cultivating relationships with festival organizers and sponsors and inform them of the importance of supporting the Latino 5 a Day Campaign in Riverside County. 3) Utilize festival implementation system as needed.

Target of Proposed Activity	Activity/Methods	Sphere of Influence Addressed	Evaluation Measures	Timeframe	Current Status	Remarks
Latino adults (18 - 54) and their families	Assist the Lead Agency in the implementation of a in minimum of 6 large (10,000+ participants) Latino oriented festivals in Riverside and San Bernardino Counties. The identified festivals include but are not limited to: 1. Riverside Orange Blossom 2. Heritage Days-Cinco de Mayo Festival 3. The National Orange Show Fair 4. Fiesta de la Familia and 5. Indio International 13th Annual Tamale Festival	Individual/Interpersonal	Participation at each of the events; Submission of a one page summary on each of the events	Jan. 1 - Dec. 31, 2004		Riverside County Health Services Agency staff
Community Health Leaders/ Volunteers	Work with the Lead Agency Program Coordinator to establish and train a volunteer core group of 10 to 12 bilingual health professionals to serve as booth host for the festival program.	Organizational & Institutional	Participation in training and outreach	Jan. 1 - Dec. 31, 2004		Riverside County Health Services Agency staff
Festivals that cater to Latino adults and their families	Utilize check list provided by the Lead Agency to implement the festival channel from Jan - Dec 2004. System to include: 1. A general timeline of tasks to be completed for each event. 2. A checklist of supplies and equipment for events. 3. A checklist for set-up, clean-up, return, and storage of supplies and equipment.	Individual /Interpersonal	Efficiency of implementation system; accuracy of checklist	Jan. 1 - Dec. 31, 2004		Riverside County Health Services Agency staff
Inland Empire Regional Lead Agency	Submit event activity report due no later than one week after each festival event was completed.	Individual/Interpersonal	One page summary of activity	TBO		Riverside County Health Services Agency staff